Media Partners, Inc
13200 Strickland Rd.
Suite 114-#153
Raleigh NC 27613

Sam Ervin/ D/ Surpreme Court/ NC

Submission Number 4118 Issue 5

WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Sam Ervin/ D/ Surpreme Court/ NC	**Submission Cost:**	2920	**Campaign Ref:**	BJW12091101
Buyer:	., .	**Client/Product/Estimate:**		**Sales Rep:**	WNCN Political
Schedule Dates:	10/15/12 to 11/05/12	**Weeks:**	4	**Order Ref:**	
Est./PO Number:		**Contract type:**	Political	**Business Type:**	POLITICAL
Associated Copies:	No			**Business Category:**	Transactional

Product:	Sam Ervin/ D/ Surpreme Court/ NC	**Booking Group:**	WNCN		
Demographic:	(L) Household	**Order:**		**Key Market:**	Raleigh-Durham, NC

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/1510	/22	10/2911	/05	Total	Cost
1	M-F 3p Judge Judy MTWTF..	05			75	30 Comme	Nbr of Spots			5		5	375
3	M-F 3p Judge Judy M.WTFSS	05			75	30 Comme	Nbr of Spots				1	1	75
4	M-F 330p Judge Judy M.WTFSS	05			75	30 Comme	Nbr of Spots				1	1	75
5	M-F 5p Judge Judy MTWTF..	04			150	30 Comme	Nbr of Spots			5		5	750
7	M-F 5p Judge Judy M.WTFSS	04			150	30 Comme	Nbr of Spots				1	1	150
8	M-F 530p Judge Judy M.WTFSS	04			150	30 Comme	Nbr of Spots				1	1	150
9	M-F 330p Judge Judy F..	05			75	30 Comme	Nbr of Spots			1		1	75
10	M-F 530p Judge Judy F..	04			150	30 Comme	Nbr of Spots			1		1	150
				Weekly Totals:			Total Spots(Ord Spots)	4	10	12	4	30	

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Schedule Dates:	10/15/12 to 11/05/12	**Weeks:**	4	**Order Ref:**		
Est./PO Number:		**Contract type:**	Political	**Business Type:**	POLITICAL	
Associated Copies:	No			**Business Category:**	Transactional	

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/1510	/22	10/2911	/05	Total	Cost
15	M-F 3p Judge Judy ...T...	06			40	30 Comme	Nbr of Spots	1				1	40
16	M-F 5p Judge Judy ...T...	05			100	30 Comme	Nbr of Spots	1				1	100
17	M-F 6a News ...T...	06			70	30 Comme	Nbr of Spots	1				1	70
18	M-F 136a ET / 1236a CT Last Call ...T...	05			10	30 Comme	Nbr of Spots	1				1	10
19	M-F 3p Judge Judy MTWT...	06			40	30 Comme	Nbr of Spots		4			4	160
20	M-F 530p Judge Judy MTWT...	04			150	30 Comme	Nbr of Spots		4			4	600
21	M-F 730p Extra MTWT...	06			70	30 Comme	Nbr of Spots		2			2	140
				Weekly Totals:			Total Spots(Ord Spots)	4	10	12	4	30	

Grand Totals

	Totals	Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/15	10/22	10/29	11/05
Spots	30	4	10	12	4
Cost	2920	220	900	1350	450

Grand Totals:

Spots:	**30**
Gross Total:	**2,920.00**
Commission:	**438.00**
Net Total:	**2,482.00**

Stankavage, Cheryl F. BJW12091101

From: Blanchard, Steven L.
Sent: Friday, October 19, 2012 11:15 AM
To: Debbie White
Cc: 'Rachel Gaffney'; Stankavage, Cheryl F.
Subject: RE: rate revisions w/o 10/22

We are going to add 2x M-F 730-8p Extra at $70 each.

Thanks!

Steve Blanchard
General Sales Manager
sblanchard@wncn.com
o: 919.835.6237
c: 919.306.6519
f: 919.836.1685
NBC 17 HD
NBC17.com

From: Debbie White [mailto:debbie@mediapartners-inc.com]
Sent: Friday, October 19, 2012 11:02 AM
To: Blanchard, Steven L.
Cc: 'Rachel Gaffney'
Subject: RE: rate revisions w/o 10/22

Yes, just let me know what you add and I can revise order.

Thanks,

Debbie

From: sblancha@wncn.com [mailto:sblancha@wncn.com]
Sent: Friday, October 19, 2012 11:01 AM
To: debbie@mediapartners-inc.com
Subject: FW: rate revisions w/o 10/22

Hi Debbie,

We have $140 extra to spend based on the new rate card for next week. Can we go ahead and add spots to the schedule like we did last week?

Thanks!

Steve

Steve Blanchard
General Sales Manager
sblanchard@wncn.com
o: 919.835.6237
c: 919.306.6519
f: 919.836.1685
NBC·17 HD
NBC·17.com

From: Stankavage, Cheryl F.
Sent: Thursday, October 18, 2012 5:06 PM
To: Blanchard, Steven L.
Subject: rate revisions w/o 10/22

Hi Steve,

Rates were revised as follows for Media Partners /Sam Ervin order for w/o 10/22:

4x 3p Judge Judy was $75 each - now $40 each

Total order is now: $2780.00

Thanks,

Cheryl Stankavage
National Sales Assistant
WNCN-TV/NBC-17
NBC ph: 919-835-6240
email: cstankavage@wncn.com

Client: POLITICAL
Product:
Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
13200 STRICKLAND RD
RALEIGH, NC 27613
919-781-0433

Rev #.: 0
Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Debbie White
Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Actg. Order No.: 113
WS Order No.: 12329
Contract No.:

Market: RALEIGH-DURHAM (FAYETVLLE
Station: WNCN
Station Contact: Steve Blanchard

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	$75.00 $975.00	·	·	·	1	·	·	·	1	1	1	1
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	$150.00 $1,950.00	·	·	·	1	·	·	·	1	1	1	1
Comment: L3															
				$2,925.00	·	·	·	2	·	·	·	2	2	2	2
					·	·	·	2.4	·	·	·	2.4	2.4	2.4	2.4

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	10	12.0	$1,125.00	$93.75
Nov	16	19.2	$1,800.00	$93.75
	26	31.2	$2,925.00	$93.75

By:_____

BJW12091101

Date: 09/13/2012 Page 1a Time: 5:18p

SEP-17-2012 10:45 FROM:MEDIA PARTNERS 9197810546 TO:9198361546 P.5/7

Client: POLITICAL
Product:
Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
13200 STRICKLAND RD
RALEIGH, NC 27613
919-781-0433

Rev #.: 0
Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Debbie White
Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Actg. Order No.: 113
WS Order No.: 12329
Contract No.:

Market: RALEIGH-DURHAM (FAYETVLLE
Station: WNCN
Station Contact: Steve Blanchard

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	$75.00 $975.00	·	·	·	1	1	1	1	2	·	·	2
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	$150.00 $1,950.00	·	·	·	1	1	1	1	2	·	·	2
Comment: L3															
				$2,925.00	·	·	·	2	2	2	2	4	·	·	4
					·	·	·	2.4	2.4	2.4	2.4	4.8	·	·	4.8

Date: 09/13/2012

Page 1b

Time: 5:18p

SEP-17-2012 10:46 FROM:MEDIA PARTNERS 9197810546 TO:9198361546 P.6/7

Client: POLITICAL
Product:
Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
13200 STRICKLAND RD
RALEIGH, NC 27613
919-781-0433

Rev #.: 0
Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Debbie White
Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Actg. Order No.: 113
WS Order No.: 12329
Contract No.:

Market: RALEIGH-DURHAM (FAYETVLLE
Station: WNCN
Station Contact: Steve Blanchard

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Nov 06	Total Spots	DMA P 35+ (R)	DMA W 35+ (R)
1	MTWRF--	DT	JUDGE JUDY	$75.00	·	13	0.7	0.9
	03:00P-04:00P	30		$975.00			$107.14	$83.33
Comment: L3								
2	MTWRF--	EF	JUDGE JUDY	$150.00	·	13	1.7	2.2
	05:00P-06:00P	30		$1,950.00			$88.24	$68.18
Comment: L3								
				$2,925.00	·	26		

SEP-17-2012 10:46 FROM:MEDIA PARTNERS 9197810546 TO:9198361546 P.7/7

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☑ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WNCN-TV Raleigh, NC	9/14/12

I, DEBBIE WHITE,

being/on behalf of: SAM ERVIN, a legally

qualified candidate of the F political

party for the office of: Supreme Ct.

in the General

election to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: $2,925 gross $2,486.25 net

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SEP-17-2012 10:44 FROM:MEDIA PARTNERS 9197810546 TO:9198361546 P.2/7

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ERWIN for Supreme Ct. Campaign

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/14/12 Debbie White

Date Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

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SEP-17-2012 10:45 FROM:MEDIA PARTNERS 9197810546 TO:9198361546 P.3/7